GOVERNMENT OF ANDHRA PRADESH
ABSTRACT

HM&FW Department – COVID Appropriate Behaviours – Intensive IEC/BCC Activities - Orders - Issued

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HEALTH MEDICAL & FAMILY WELFARE (B2) DEPARTMENT

G.O.Rt.No.520 **Dated.09/10/2020**

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Order:

Whereas the World Health Organization (WHO) has declared the Coronavirus Disease (COVID-19) epidemic affecting all the regions of the World as Pandemic. The WHO also classified risk assessment as Very High at the Global level.

2. The Government of Andhra Pradesh has undertaken several measures including strengthening of surveillance for prevention, containment, and control of COVID-19:

Living with the Coronavirus

After an intensive activity to control and contain Coronavirus with multiple lockdowns, and gradual unlocking we are at a stage where the number of cases are declining on a day to day basis. However, to further reduce the spread of infection and to effectively contain and control the same a massive communication exercise and behaviour change communication strategy is required to be continued as we have to live with the virus for an year or more. Hence there is a need to inculcate the COVID appropriate behaviours such as Wearing of Mask, Maintenance of Social Distancing and Frequent Hand Washing as new normal to keep the virus away. This will enable the communities to be more resilient for any future epidemic.

To educate people and to inculcate COVID appropriate behaviours,the Risk Communication and Community Engagement (RCCE)strategy which was initiated in the State, needs to be further strengthened,continued and scaled- upto contain and control the infection.

Risk Communication and Community Engagement (RCCE) Activity

All HoDs of line-departments dealing with community have been trained virtually and through themmember level trainings were cascaded on RCCE strategy. Information Education Communication (IEC)activity on COVID appropriate behaviours have been completed to 1.06 crore householdsutilising platforms of rural SHGs, urban MEPMA groups, Gram Secretariat and Ward Secretariat (GSWS) staff and volunteers, Anganwadi teachers and workers& NREGA Active job card holders. This process shall be repeated continuously until further orders.

One round of house to house campaign shall be taken up every month until the pandemic is over. Such house to house campaign shall be monitored by the GSWS department using the IT tool developed. GSWS department to furnish monthly reports to the Government on 5th of every month in the proforma attached as **Annexure I**

Display of Posters and Hoardings

- All Gram Secretariats and Ward Secretariats to ensure display of posters in GSWS offices, flexies in front of their premises.
- Panchayat Raj and Municipal Administration Department shall erect hoardings in all public places

P.T.O.

- All Government offices and institutions shall display posters on COVID appropriate behaviours inside their premises from state level up to village level. Large sized posters shall be fixed on the walls in the building premises.
- The prototypes of the Posters and Hoardings shall be shared by the Health and Family welfare Department with all concerned departments.
- All Departments should furnish the report on display of posters, flexies and hoardings in the proforma attached as **Annexure II**

Mask wearing Campaign in mass media and social media

State Government has distributed 3 reusable masks to each person in the State to promote its use. Their usage in a proper way needs to be re-emphasized during house to house visit

An intensive mask wearing campaign *MaaskeKavacham* was rolled out in the State with an aim of ensuring 100% mask compliance in rural and urban areas through IEC, Mass Media, Digital Media and Social Media. Department of Health, I&PR, MAUD and PR&RD will take lead in continuing and sustaining the campaign goals. Public representatives may be involved at all levels in this campaign to make it more meaningful and successful.

The *MasskeKavacham* campaign material prototypes provided by HM&FW department shall be used by all departments for uniformity for achieving the desired impact. HM&FW shall upload all social media content in its official social media accounts of YouTube, Twitter, Facebook, Instagram by name ArogyaAndhra.

I&PR department shall run a campaign through hoardings, mass-media campaign and shall furnish a report on the campaign in mass media and social media in the proforma as **Annexure III**

Addressing Stigma

IEC materials have been prepared and displayed at every prominent place in the State on addressing stigma amongst community for COVID 19 positive patients. Building trust, reducing fear and stigma and providing psycho-social support has been the critical elements of addressing stigma. COVID has brought out many doubts and fears among the citizens and it is important to educate them with correct information.

Usage of Arogyasethu

As on today there are around 77 lakh Arogyasethu users in the state. Whereas it is estimated that there are 1.3 crore smartphone users including JIO phones. During house to house visit campaign, an effort shall be made by GSWS department through its network of volunteers to sensitize the households about Arogyasetuapp and facilitate downloading in their respective smartphones. GSWS department shall submit a weekly report on Arogyasethu downloads in the proforma attached as **Annexure IV**

Promotion of immunity boosting activities

Ayush department shall take lead in organising yoga and meditation classes in all villages and wards using the network of volunteers duly maintaining social distancing. A report on such activities conducted shall be furnished on weekly basis to Government in the proforma attached as **Annexure V**

Voluntary Testing

An extensive IEC campaign was carried out to educate people about symptoms and treatment for COVID-19. The state Government is conducting COVID tests in every Government health facility. This will be continued and extensive publicity shall be given.

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House to House Campaign for Behavioural Change

The COVID appropriate behaviours were widely disseminated using network of volunteers and self-help group members apart from staff of the health department. During the monthly rounds of house to house campaign also same need to be reemphasized.

The volunteer network has been leveraged to survey each house five times to identify any sick persons and test them. Old and vulnerable peoplewere identified, and they were counselled to stay indoors, and their health is watched to protect them. Old and vulnerable people need to be educated about the risk and advise them on stay indoors to stay safe. The same shall be continued during monthly rounds and the health condition of such old and vulnerable shall be monitored.

Mask wearing to be mandatory: As most of the economic activity opens up slowly, to protect ourselves against COVID, wearing of mask in all public places need to be mandatory. It shall be made compulsory to wear a mask when a citizen steps outside his/her residence. Awareness shall be created continuously to reinforce that mask wearing is mandatory and beneficial.

No Mask - No Entry: Entry to all public places including schools, colleges, malls, shops, offices, commercial and industrial places will be permitted only after hand sanitation, upon wearing of a mask and duly maintaining physical distancing.All public transports shall also have the same rule. Denial of service/entry can be enforced for non-compliance to this behaviour. At all such places, sanitizers shall be made available. For those who come without a mask, the same may be made available on payment.Surprise inspections may be carried out at all public places and any violations may be dealt with strictly. Police department may submit a weekly report on all violations of mask hand sanitization and social distance rule in proforma attached as **Annexure VI**

Reinforcement of COVID Appropriate Behaviours

Three Minute briefing & Three Line messaging: At every given opportunity, the mask wearing, physical distancing and hand washing must be reinforced. A three-minute brief on the three aspects is prepared by the Health department and released to public to be used in all social settings. This shall include proper way to wear and dispose a mask, the correct steps of hand washing and 6 feet of physical distancing. A three-line messaging is also developed on the three aspects by Health department and shall be used extensively in all possible places and occasions. These three are attached to this order as **Annexure VII**

1. In schools and educational institutions, students shall be encouraged to use hand sanitizer after every period and a briefing on mask usage and importance of physical distance must be given after every period.
2. In commercial and industrial establishments and offices, messaging over a public address system shall be given once every two hours on hand sanitization social distance and wearing of mask.
3. All cinema theatres shall show a message on these three aspects of social distance, hand hygiene and mask wearing before screening, during interval and at the end of each screening.
4. All meetings, training programs and workshops in private and government sector shall start with a briefing on these three aspects and at the conclusion of the session it shall be repeated.
5. All gatherings both public and private shall necessarily start with briefing on the three aspects and they shall also conclude with the same. These shall include private functions as well as family gatherings.
6. It shall be mandatory for all entertainment programs on tv to start with the three-minute briefing and end with the same briefing. All India radio including FM channels shall also broadcast the three-minute brief everyone hour between programs.

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7. All bus stations and railway stations shall broadcast over the public address system the three-minute briefing on an hourly basis. Inside All buses and trains also broadcast of this briefing shall be done every hour. Suburban buses and local bus routes shall also follow this principle.
8. All organisations, commercial establishments providing printed invoices/bills to the customer both in public sector and private shall print the three principles of hand hygiene social distance and mask wearing on the bill or on the reverse of the invoice/bill. They may also stamp the same on already printed stationary
9. Landing page of all government websites shall have the three-line message displayed
10. All advertisements/ notices issued by government departments shall have the three-line messaging incorporated at the bottom.
11. All shops shall display posters on COVID appropriate behaviours compulsorily. At the entrance notice shall be given on denial of service on non-adherence to COVID appropriate behaviour. Medical shops, Ration shops, fertilizer shops shall also display the same. Denial of service shall be followed in all these shops on non-wearing of masks and not maintaining hand hygiene and social distance.
12. Religious and other opinion leaders shall be roped in, to spread the message of COVID appropriate behaviours. During all religious congregations COVID appropriate behaviours shall be ensured.
13. All APSRTC buses shall carry messages on COVID appropriate behaviours. All autos and taxis shall also carry messages on same.

3. All the Spl. CS / Principal Secretary / Secretaries and all the District Collectors are directed to implement the above orders. District Collectors are directed to give instructions to shops and establishments, managements of shopping malls, function halls, Resident Welfare Associations, Cinema theatres, Rythu Bazars etc., to nominate a supervisor to monitor physical distance, proper wearing of mask and availability of soap and water or sanitizer and ensure the implementation of above orders.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

NILAM SAWHNEY
CHIEF SECREATRY TO GOVERNMENT

To
The Spl. Chief Secretaries / Principal Secretaries / Secretaries of concerned departments
All the District Collectors in the State.
The DGP, A.P., Mangalgiri.
The Police Commissioner of Vijayawada & Visakhapatnam.
All the Superintendents of Police in the State.
All the Municipal Commissioners in the State.
All the HoDs under the control of HM&FW Department.
All the DM&HOs in the State.

Copy to:

All the Special Chief Secretaries/Principal Secretaries/Secretaries to Government.
PS to Addl. C.S. to CM.
OSD to Dy. CM (H, FW&ME).
PS to Spl.CS to Government, HM&FW Department.
PS to Prl. Secretary (Poll).
PS to Commissioner, I&PR.

//FORWARDED : : BY ORDER//

SECTION OFFICER

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ANNEXURES to G.O.Rt.No.520, HM&FW (B2) Deptt., dt.09-10-2020

Annexure I:GSWS Monthly Report by 5th of every month

Sl. No.	District	Village / Ward Secretariat	Name of the Volunteer with Contact Number	No of H.H olds visited	No of Family Members	No of member s sick	No. Family Members with Comorbidities	No of old tested	no of comorbid tested

Annexure II: Display of Poster, Flexies and Hoardings

Sl No	District	Name of the Department	No of Posters Displayed	No of Hoardings Displayed	Location of each Hoarding	No of offices not displayed posters and hoardings

Annexure III:

Sl. No.	Target for current month (category wise)	Category				
		No of Radio Jingles played	No of TV Advertisements given	No of advertisements given in news papers	No of messages played in Cinema Theatres	No of hoardings erected with location/district

Annexure IV: Arogyasethu App (Weekly Report by GSWS Department)

Sl. NO.	District	Village / Ward Secretariat	No of Houses visited	No House holds using smart phone/or phones compatible with Arogyasetu	No of Households using Arogyasetu	balance

Annexure V: Immunity Boosting Activities Report by Ayush Department - Weekly

Sl. No	District	Village / Ward	Target for conduction of Yoga / Meditation sessions in current Week	Details on Conduction of Yoga / Meditation sessions in current week

Annexure VI: Weekly Report by police department on mask hand hygiene and social distance compliance

Sl. No	District	Reporting week (mention the date)	No of persons identified without mask and or violating social distance	Action taken report

NILAM SAWHNEY
CHIEF SECREATRY TO GOVERNMENT